



CANCER NATION

POPCE: An innovative model to embed patient centricity through cross-sector collaboration

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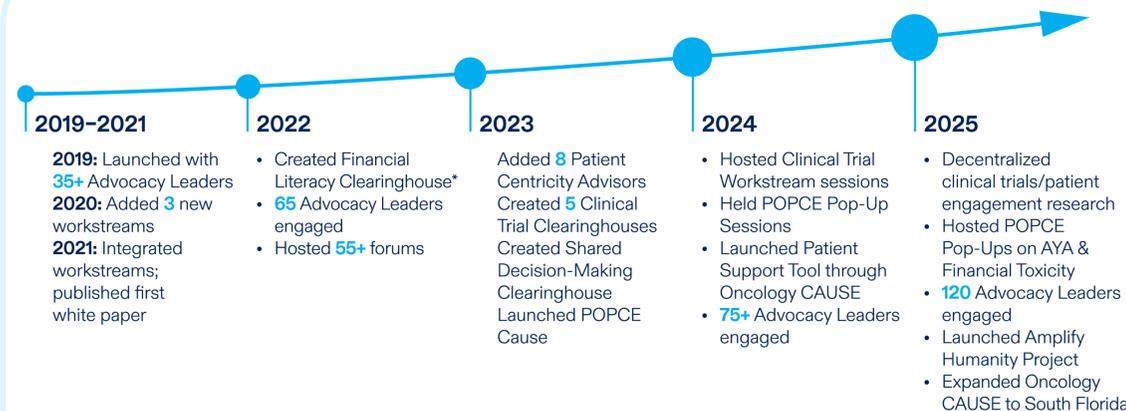
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*Current PCA Member Organizations:

- American Cancer Society Cancer Action Network,
- CancerCare, Cancer Nation, Cancer Support Community, KidneyCAN, Patient Advocate Foundation, Prostate Health Education Network, TOUCH The Black Breast Cancer Alliance

Background:

Issues that cancer patients face require a strong understanding of patient insights and connectivity across stakeholders. However, the standard industry approach in working with advocacy organizations is transactional, often siloed by topic or therapeutic area and limited to one-off meetings over time. Additionally, lack of connection and continuity across stakeholders makes it difficult to identify emerging trends, understand patient priorities, identify shared priorities and align work.



POPCE to Date



Guiding principles

- Launching dynamic initiatives to address core areas of focus
- Identifying gaps and opportunities for additional collaborative patient advocacy efforts
- Expanding collective efforts in these priority areas
- Engaging real-time input from patient advocacy leaders to ensure Pfizer activities reflect patient priorities and the patient experience
- Creating a network effect to collaborate for national impact across tumor areas
- Leveraging multiple touchpoints among Pfizer and advocacy leaders to implement a feedback loop of progress toward our shared goal of improved care for people living with cancer
- Sharing information about ongoing projects in areas identified by the group as priorities for this work

Intervention:

In 2019, oncology leaders at Pfizer and their patient and professional society advocacy partners launched a new dynamic way of advancing patient centricity in oncology therapy development. Over five years, the resulting Pfizer Oncology Patient Centric Ecosystem (POPCE) platform has convened a multistakeholder collaboration designed to understand key issues, share best practices, identify solutions, and execute actions that collectively address barriers for cancer patients across the US. POPCE provides an enhanced framework for patient and advocacy engagement with Pfizer, allowing the company to better understand and more rapidly integrate patient perspectives in every facet of its work. POPCE engages a Patient Centricity Advisors* (PCA) group of seven to nine advocacy leaders that helps direct key areas of interest and ongoing engagements with more than 100 patient advocacy organizations, professional societies, and Pfizer leaders.

Findings:

Since 2019, POPCE has maintained three core areas of focus: Health Equity, Health Literacy, and Patient Engagement in Clinical Trials, with working groups meeting virtually and the entire ecosystem convening in-person several times per year to advance discussions into action and action into progress. Topics cover a wide range of issues of shared interest among the advocacy community and Pfizer colleagues. This has generated multiple flagship activities, including the creation of resource documents for dissemination of advocacy groups' financial literacy, clinical trials, and shared decision-making educational materials in a summary and streamlined format. Additionally, from 2022-2024, a POPCE Oncology CAUSE effort brought national and community-level advocates and leaders together in Texas to address a significant post-COVID gap in patients' access to timely cancer care. This innovative initiative has resulted in the creation of a novel, static Artificial Intelligence (AI) tool to help frontline health workers more easily find relevant and available resources to support cancer patients as they seek appropriate care.

Implications:

POPCE has established a blueprint for a new way of focusing aligned missions for impact. It has ignited patient centric activities convening a network of leaders, yielding actionable insights and ongoing activities that are enhancing Pfizer's patient centricity and advocacy efforts, providing opportunities for information-sharing and partnership across the cancer advocacy community. These are also resulting in cohesive resources that help pull together existing, trusted advocacy information into tools that can be readily disseminated through POPCE advocacy partners. POPCE provides a model of collaboration that can be replicated by sponsors and advocates throughout the oncology landscape in pursuit of enhanced patient-centricity and progress for cancer patients.